

[Home](#) [My Sponsorwise](#) [Browse](#) [Search](#) [About Us](#) [Contact Us](#) [Help](#) [Terms of Use](#) **Fig. 1**

sponsorwise

Registration Form

Sponsorwise, the preeminent website for sponsorship opportunity presentation and management, will launch in the first quarter of 2001.

You have the opportunity to benefit as a Charter Subscriber, if you act now. This offer is only available to the first 300 subscribers.*

1. Your property (event) will be listed as a Charter Subscriber.
2. Your property will be listed on a complementary basis for the first six months of 2001.
3. Subject to your final approval, there will be a listing fee established following the first six months of 2001.

Please complete the Registration form below.

An asterisk (*) indicates required items.

Login Information

* User Name

Your User Name must be at least 6 characters in length.

* Password

* Verify Password

Please note that capitalization matters for the password.

Password Question:

* Answer:

If you forget your password we will identify you with this information; you will need to remember this answer exactly as it is typed above.

Fig. 2

Contact Information

*First Name: Middle Initial:

*Last Name:

Title:

*Company/
Organization: Division:

*Address Line 1:

Address Line 2:

*City:

*State, Territory
or Province:

*Zip Code/

Postal Code:
Required for US and Canadian addresses only.

*Country

Other:
Please complete if "Other" is selected as Country above.

*Main Phone: Extension:

Alternate Phone:

Facsimile:

Email Address:

Confirm Email Address

Fig. 3

Profile Information

What is your primary role regarding Sponsorship properties?

- ☐ "Buyer" only
☐ "Seller" only
☐ Both, but primarily a "Buyer"
☐ Both, but primarily a "Seller"

What is your organization's primary business activity?

What is your primary area responsibility?

How did you hear about Sponsorwise?

Please indicate the amount of Sponsorship dollars that you seek annually:

Please indicate the amount of Sponsorship dollars that you spend annually:

Fig. 4

Payment Information

*Credit Card Type:

☐ VISA ☐ MasterCard ☐ American Express Card

*Credit Card Number:

*Cardholder Name:

*Expiration Date: Month Year

*Billing Address Line 1:

Billing Address Line 2:

*City:

*State, Territory or Province:

*Zip Code/Postal Code:

Required for US and Canadian addresses only.

*Country: United States of America

Other:

Please complete if "Other" is selected as Country above.

CANCEL **SUBMIT**

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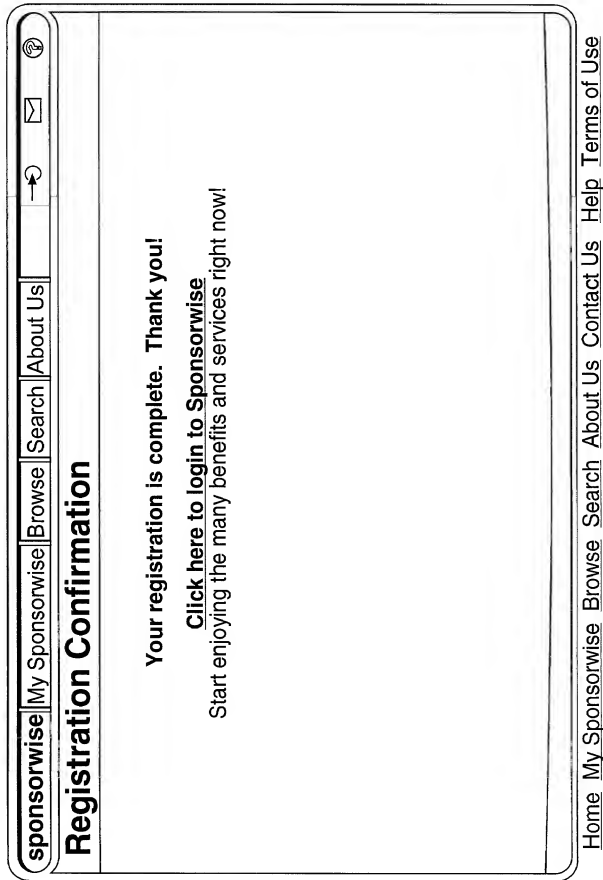


Fig. 6

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Fig. 7

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Wednesday, October 18, 2000

Athletas & Entertainers for Kids

Athletas & Entertainers for Kids®

Good Evening
Dave Sullivan of
First Night International

Current Profile:
Boston 2001 Seller
Edit Profile

Create A Property

Wise Promotions

Consulting Services

Property Manager
RFP Board
Messages
My Account
Favorites

Industry News

Donnie Osmond Tattoo Sold on
Sponsorwise for Record \$6.5 Million

Sponsorship Market Growing
Thanks to New Internet
Opportunities
More->

Grateful Dead Tribute
1/23/01-New York
Indy500-01 Season

Michal Schumacher Convention Center
Las Vegas, NV

Notification

File Type	Subject	Received
<input type="checkbox"/> RFP-Auto Search	has found an RFP that matches your profile	Fri 9/22/00 2:22:PM
<input type="checkbox"/> Saved Search:	New matches to saved search "2001 Events"	Thu 9/21/00 12:45:PM
<input type="checkbox"/> RFP: AutoSearch	has found an RFP that matches your profile	Wed 9/20/00 7:08:AM
<input type="checkbox"/> Unsold Inventory:	Two Week Notice (Columbus Day Parade)	Tue 9/19/00 10:28:AM

9/50







Sponsorwise	My Sponsorwise	Browse	Search	About Us	G	✉	?
RFP From Anonymous Buyer My Sponsorwise > RFP Board > RFP							
REPLY TO THIS RFP							
Overview Audience Description Marketing Opportunities Contact Information							
Company/ Business Type: Internet-based organization							
Market Description: Sponsorship services company aimed at progressive companies looking to enhance sponsorship marketing opportunities and management. Main focus of activity is creating brand awareness in new market area -- East Coast.							
Time Frame: January 1, 2001 - March 31, 2001							
Budget Parameters: \$20,000							
Key Characteristics:  							
Preferred Location: Zip Code: 02107 City: Boston State: MA Region: NE Closest Major Market: Boston							
Additional Qualifications: Sponsor will only accept proposals with pricing information							
Preferred Property Type:  Festivals/Events							
This RFP was distributed only to those Property Owners who meet target parameters.							

Fig. 9

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[\(REPLY TO THIS RFP\)](#)

RFP From Anonymous Buyer

[My Sponsorwise > RFP Board > RFP](#)


[Overview](#) | [Audience Description](#) | [Marketing Opportunities](#) | [Contact Information](#)

Attending Audience: 55,000+

Expanded Audience: 250,000
Reached by media promotion and PR.

Audience Keywords: fine dining, jazz, visual arts, young, professional


Household Income:



50%

- ☒ Under \$25,000:
- ☒ \$25,000 - \$39,999:
- ☐ \$40,000 - \$54,999:
- ☐ \$55,000 - \$74,999: **50%**
- ☒ \$75,000 - \$99,999: **50%**
- ☒ \$100,000 - \$149,999:
- ☒ \$150,000+:

Age:



50%

- ☒ Young Children (0-12):
- ☒ Teenagers (13-17): **50%**
- ☐ Young Adults (18-35): **50%**
- ☐ Mature Adults (36-55):
- ☒ Seniors (56-75):
- ☒ Elderly (76+):

This RFP was distributed only to those Property Owners who meet target parameters.

Fig. 10

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[RFP From Anonymous Buyer](#)
[My Sponsorwise > RFP Board > RFP](#)

[Overview](#) | [Audience Description](#) | [Marketing Opportunities](#) | [Contact Information](#)

Marketing Opportunities:

- Television
- Media
- VIP Hospitality
- Signage with description windows

This RFP was distributed only to those Property Owners who meet target parameters.

Fig. 11

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RFP From Anonymous Buyer

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[Overview](#) | [Audience Description](#) | [Marketing Opportunities](#) | [Contact Information](#)

Contact Information Withheld at Buyer's Request

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Fig. 12

sponsorwise My Sponsorwise	
<h2>Proposal Wizard</h2>	
<p align="center"> VIEW PROFILE ATTACH DOCUMENTS PAYMENT SEND </p>	
<p>Review your Profile information. Click the "Edit" link if changes are needed.</p>	
<p>Contact Information:</p>	
First Name:	Dave
Title:	Associate Director
Email:	dsullivan@firstnightintl.org
Phone:	617-357-0065
Street Address:	200 Lincoln Street
City:	Boston
Zip/Postal Code:	02111-2418
Property Overview:	
Property Name:	First Night 2001
Link to Property Description:	http://www.sponsorwise.com/FirstNightBoston2001.isp
CANCEL	Edit Profile

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Fig. 17

sponsorwise My Sponsorwise	
Proposal Wizard	
<PREVIOUS NEXT>	
VIEW PROFILE ATTACH DOCUMENTS PAYMENT SEND	
Confirm your payment status.	
RFP Reply Credit Balance: 2 credits available -- you may proceed to the next step.	
Purchase Additional Credits	
CANCEL	<PREVIOUS NEXT>

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Fig. 18

sponsowise My Sponsorwise		<PREVIOUS	SEND
<h2>Proposal Wizard</h2>			
<PREVIOUS SEND			
<p>VIEW PROFILE ATTACH DOCUMENTS PAYMENT SEND</p>			
<p>Review and send your proposal. Click the "Previous" button if you want to make changes. Click "Send" to release your proposal.</p>			
<p>1. Review the RFP you are responding to.</p>			
<p>2. Check your attachments.</p>			
Attached Documents	Description	File Type	
FirstNight2000.ra	Multimedia overview of our Year 2000 celebrations. Requires RealPlayer.	Real Multimedia	
Financials.xls	Full financial disclosures.	Excel	
HappyNotes.txt	Tons and tons of letters from happy Sponsors!	Text	
<p>3. Create a cover note to accompany your proposal. (optional)</p>			
<div style="border: 1px solid black; height: 40px; width: 100%;"></div>			
CANCEL		<PREVIOUS NEXT	

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Fig. 19

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[Wednesday, October 18, 2000](#)

Good Evening John McKay of LMD, Inc.

Current Profile:

West Region Buyer

[Edit Profile](#)

Create An RFP

Wise Promotions

Consulting Services

Search:

Saved Searches:

Jazz Festivals

Music Events

Fitness Competitions

Favorites

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Athletics & Entertainers for Kids®

Industry News

Donnie Osmond Tattoo Sold on Sponsorwise for Record \$6.5 Million

Sponsorship Market Growing Thanks to New Internet Opportunities

[More->](#)

Convention Center Grateful Dead Tribute

Las Vegas, NV 1/23/01-New York Indy500-01 Season

Notification




File Type	Subject	Received
	Proposal Notice: Response to your RFP "Q1'01 Festival"	Fri 9/22/00 2:22:PM
	Saved Search: New matches to saved search "Jazz Festivals"	Thu 9/21/00 12:45:PM
	Proposal Notice: Response to your RFP "Q4'00 Music Events"	Wed 9/20/00 7:08:AM
	Saved Search: New matches to saved search "Fitness Competitions"	Tue 9/19/00 10:28:AM

FILE

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Fig. 21

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Proposal Viewer

My Sponsorwise > [RFP Board](#) > [RFP](#) > [Proposal](#)



First Night Boston 2001

Cover Note From Property Owner:
 Thank you for the opportunity to present our First Night Boston sponsorship opportunities. First Night Boston is the largest New Year's celebration in North America; featuring theatre, dance, fireworks and much more. Please note that the attachments below provide additional information – the Excel spreadsheet contains full financial disclosures.




[Please click here to view our Sponsorwise Property Listing](#)

Attached Documents	Description	File Type
FirstNight2000.ra	Multimedia overview of our Year 2000 celebrations. Requires RealPlayer.	Real Multimedia
Financials.xls	Full financial disclosures.	Excel
HappyNotes.txt	Tons and tons of letters from happy Sponsors!	Text

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Fig. 22

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Property Listing

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[Front Page](#) | [Event Description](#) | [Audience Description](#) | [Inventory](#) | [Contact Information](#)

First Night Boston 2001


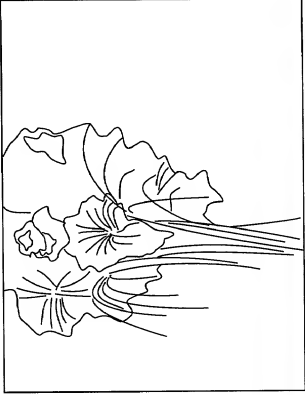












Fig. 23

sponsorrowise My Sponsorrowise Browse Search About Us		   
Property Listing Browse > Festivals/Events > Property		
Front Page Event Description Audience Description Inventory Contact Information		
Name: First Night Boston 2001		
Years in Existence: 24		
Property Type:  Festivals/Events		
Attending Audience: 3,000,000		
Extended Audience: 5,000,000		
Key Characteristics:    		
Event Summary: First Night Boston is the largest New Year's celebration in North America. First Night is an exciting city-wide arts festival featuring theatre, dance, visual art, family entertainment, large-scale ice sculptures, the First Night Grand Procession , fireworks and much more.		
Event Date(s): December 30, 2000 - January 2, 2001		
Venue Location: Zip Code: 02107 City: Boston Region: Northeast Closest Major Market: Boston		
Sponsorship Price Range: \$2,000 - \$200,000		
This RFP was distributed only to those Property Owners who meet target parameters.		

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Property Listing

[Browse](#) > [Festivals/Events](#) > [Property](#)

[Front Page](#) | [Event Description](#) | [Audience Description](#) | [Inventory](#) | [Contact Information](#)

Attending Audience: 3,000,000

Household Income:

Income Range	Percentage
Under \$25,000	5%
\$25,000 - \$39,999	5%
\$40,000 - \$54,999	30%
\$55,000 - \$74,999	30%
\$75,000 - \$99,999	15%
\$100,000 - \$149,999	10%
\$150,000+	5%




Age:

Age Group	Percentage
Young Children (0-12)	5%
Teenagers (13-17)	10%
Young Adults (18-35)	25%
Mature Adults (36-55)	50%
Seniors (56-75)	7%
Elderly (76+)	3%

Gender: 50/50

Audience Description: First Night attracts a diverse population from families and kids to seniors. The majority of the audience enjoy fine arts, jazz, classical music, and live entertainment.

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[Front Page](#) | [Event Description](#) | [Audience Description](#) | [Inventory](#) | [Contact Information](#)

Marketing Opportunities:

- TV
- Print
- Live entertainment
- Exclusivity
- Booth/Display
- Signage
- Hospitality
- Merchandising
- Radio

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Fig. 26

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Property Listing
[Browse](#) > [Festivals/Events](#) > [Property](#)

[Front Page](#) | [Event Description](#) | [Audience Description](#) | [Inventory](#) | **[Contact Information](#)**




Contact: Dave Sullivan Phone: 617-357-0065 email dsullivan@firstnightintl.org Address:

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Fig. 27

102200 210526

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Search
[Basic Search](#) | [Advanced Search](#) | [Saved Searches](#)

Basic Search:

Please enter search terms for name, description, or keywords.




☐ Include Free Listings

- [Advanced Search](#)
- [Saved Searches](#)

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Fig. 28

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[Search](#)

[Basic Search](#) | [Advanced Search](#) | [Saved Searches](#)

Advanced Search:
Name, Description, or Keywords:
☐ Include Free Listings

Key characteristics: [Add](#)
 Click "Add" link to select characteristics.

Event Type:

Dates: From: To:

Minimum Desired Household Income: For majority of audience.

Desired Age Range: For majority of audience.

☐ Reach more males
☐ Reach more females
☐ Reach both males and female

SEARCH

Save this Search

- Basic Search
- Saved Searches

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Add Characteristics

Please select event characteristics for your search.

FESTIVALS/EVENTS:




Youth	<input type="checkbox"/>	Educational	<input type="checkbox"/>	Gay & Lesbian	<input type="checkbox"/>	Religious	<input type="checkbox"/>	Celebrity Potential	<input type="checkbox"/>	Food & Drink	<input type="checkbox"/>	Family-Oriented	<input type="checkbox"/>	Civic Pride	<input type="checkbox"/>
Nature Oriented (Outdoors)	<input type="checkbox"/>	Live Music/Entertainment	<input type="checkbox"/>	Media Co-sponsor	<input type="checkbox"/>	TV Coverage	<input type="checkbox"/>	Snob Appeal	<input type="checkbox"/>	Shopping opportunity	<input type="checkbox"/>				
Sports:	<input type="checkbox"/>	Team	<input type="checkbox"/>	Xtreme	<input type="checkbox"/>	Racing	<input type="checkbox"/>	Motor Sports	<input type="checkbox"/>	Road racing	<input type="checkbox"/>				

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Search
[Basic Search](#) | [Advanced Search](#) | [Saved Searches](#)

Advanced Search:
Name, Description, or Keywords:

☐ Include Free Listings

Event Type:

Dates:
 From: To:

Minimum Desired Household Income: For majority of audience.

Desired Age Range:
 For majority of audience.

Gender:
☐ Reach more males
☐ Reach more females
☐ Reach both males and female

Save this Search

- [Basic Search](#)
- [Saved Searches](#)

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[Search](#)

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Advanced Search:
Name, Description, or Keywords: **Key characteristics:** [Add](#)
☐ [Include Free Listings](#)

Event Type: **Dates:** **From:** **To:**

Minimum Desired Household Income: **Desired Age Range:** **Gender:** ☐ [Reach more males](#)
☐ [Reach more females](#)
☒ [Reach both males and female](#)




Results:

Sorry, no results were found.

[\(SEARCH\)](#)
[Save this Search](#)

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Fig. 32

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Save Your Search

Please enter unique name for your search.

☐ Run continuously and notify me of new matches

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Fig. 33

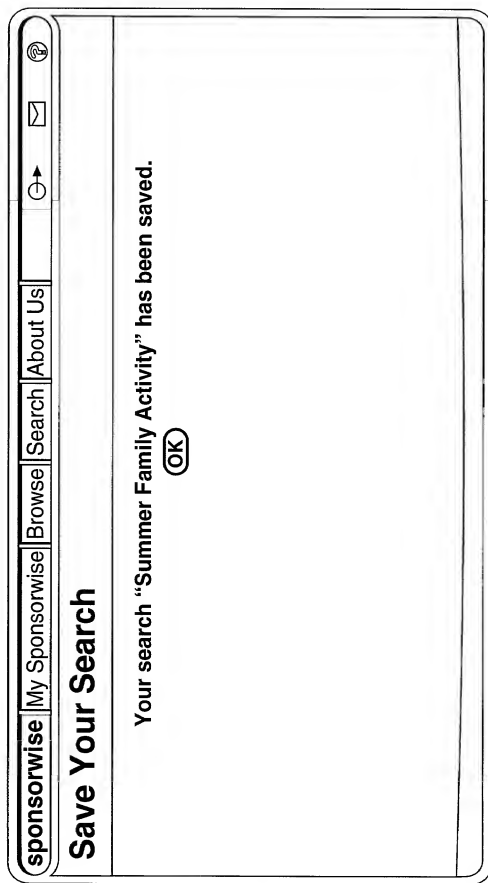


Fig. 34

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Advanced Search:
Name, Description, or Keywords:

☐ Include Free Listings

Event Type: **Dates:** From: June 2001 To: September 2001

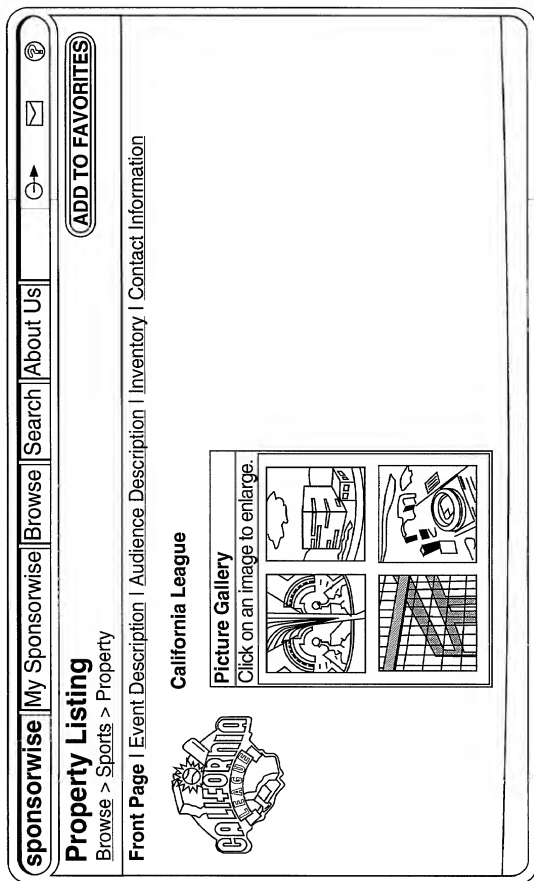
Minimum Desired Household Income: For majority of audience. \$40,000 - 54,999

Desired Age Range: For majority of audience. Mature Adults (36-55)

Gender:
☐ Reach more males
☐ Reach more females
☒ Reach both males and female









Results:
[California League Baseball](#) score: 95%

Save this Search



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Fig. 37

sponsorrowise My Sponsorwise Browse Search About Us		  
Property Listing Browse > Sports > Property		
Front Page Event Description Audience Description Inventory Contact Information		
Name: California League		
Years in Existence: 59		
Property Type:  Sports		
Attending Audience: 2,000,000		
Extended Audience: 3,300,000		
Key Characteristics:    		
Event Summary: The California League is a Class A Minor League Baseball league with 10 teams playing in California. Twenty-five percent of major league players have played in the California League. Baseball for purists.		
Event Date(s): April 2000 - September 2000		
Venue Location: Zip Code: NA City: MA Region: West Closest Major Market: SF & LA		
Sponsorship Price Range: \$10,000 - \$100,000		
This RFP was distributed only to those Property Owners who meet target parameters.		

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Property Listing

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Marketing Opportunities:

- TV
- Radio
- Print
- Internet
- Direct Mail
- Exclusivity
- Booth/Display
- Signage
- Hospitality
- Merchandising




Individual Opportunities:

- Hat Day: *\$10,000, 20,000 given away*
- Backpack Day: *\$25,000, 10,000 given away*

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Fig. 40

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Property Listing

[Browse](#) > [Sports](#) > [Property](#)

[Front Page](#) | [Event Description](#) | [Audience Description](#) | [Inventory](#) | **Contact Information**


Contact:	Pete Thureson
Title:	Director of Marketing
Phone:	408-369-8038
email Address:	thursty1@calleague.com

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Wednesday, October 18, 2000




SHAQTACULAR


Athletics & Entertainers for Kids



Athletics & Entertainers for Kids®



Good Evening
Pete Thureson of
California League

Current Profile:
Cal League Seller 


[Edit Profile](#)

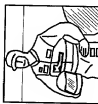
[Create A Property](#)

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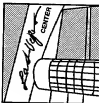
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




Grateful Dead Tribute
Michael Schumacher Convention Center
1/23/01-New York Indy500-01 Season Las Vegas, NV



Industry News
Donnie Osmond Tattoo Sold on
Sponsorwise for Record \$8.5 Million
Sponsorship Market Growing
Thanks to New Internet
Opportunities
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Notification

File Type	Subject	Received
<input type="checkbox"/> 	Unsold Inventory: Two Week Notice (Backpack Day)	Fri 9/22/00 2:22:PM
<input type="checkbox"/> 	Saved Search: New matches to saved search "2001 Events"	Thu 9/21/00 12:45:PM
<input type="checkbox"/> 	RFP: AutoSearch has found an RFP that matches your profile	Wed 9/20/00 7:08:AM
<input type="checkbox"/> 	RFP: Auto Search has found an RFP that matches your profile	Tue 9/19/00 10:28:AM

FILE

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Fig. 42

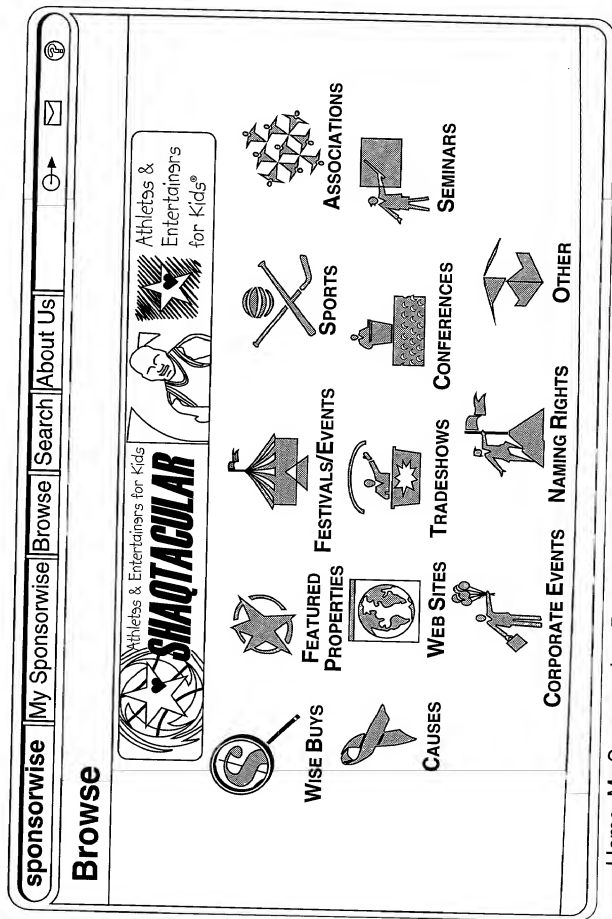


Fig. 44

sponsowise

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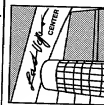
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Search

About Us

Wise Buys

My Sponsorwise > Browse Properties > Wise Buys

Sports Stadium
St. Louis, MOConvention Center
Las Vegas, NV
Grateful Dead Tribute
Michal Schumacher
Indy500-01 Season

Services

Consulting Services
Banner/Ad Design
Event Planning

Property Inventory

The SoFA Music Experience is a weekend long event showcasing new music technology, local, regional, and national caliber bands and Silicon Valley companies active in the digital music revolution**VIP Party Sponsorship** - Exclusive sponsorship of the VIP Party, on-site promotional opportunity, on-site signage

9/14/00-9/17/00

\$6,000

Outdoor Stage Sponsorship - Naming rights to an outdoor stage, on-site opportunity, on-site signage, admission to all event functions.

9/14/00-9/17/00

\$5,000

T-shirt Sponsorship - Exclusive sponsorship of event T-shirt, logo inclusion on T-shirt, admission to all event functions.

9/14/00-9/17/00

\$5,000

Beverage Sponsorship - Logo inclusion on all collateral, use of logo cups, on-site opportunity, and on-site signage.

9/14/00-9/17/00

\$3,000 per donation

Corporate Sponsorship - 10' x 10' booth inside Saturday Expo, 10' x 10' booth at Sunday Festival, signage opportunity, admission to all event functions.

9/14/00-9/17/00

\$1,500

Expo Sponsorship - 10' x 10' booth at Saturday Expo, signage opportunity inside Expo

9/14/00-9/17/00

\$1,000

The California League is a Class A Minor League Baseball league with 10 teams playing in California. Twenty-five percent of major league players have played in the California League. Baseball for purists. The league averages 2,000,000 per season.

9/25/00-10/3/00

\$10,000

Hat Day - Official, high-quality, CBL hats with your company logo to be distributed to the first 2000 kids at the last home stand of each of 10 California League teams.

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Wednesday, October 18, 2000
 Front Page | Sponsorship Manager | RFP Board | Messages | My Account

Good Evening
 John Stith of
 Coca-Cola Company
 Current Profile: [Coca-Cola Buyer](#)
[Edit Profile](#)

[Create An RFP](#)
[Wise Promotions](#)
[Consulting Services](#)

Industry News
 Donnie Osmond Tattoo Sold on
 Sponsorwise for Record \$6.5 Million
 Sponsorship Market Growing
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Michal Schumacher Convention Center Grateful Dead Tribute
 Indy 500-01 Season Las Vegas, NV 1/23/01-New York

Notification
 File Type Subject
☐ Saved Search: New matches to saved search
 "Summer Family Activity"
☐ Proposal Notice: Response to your RFP "Q1'01 Festival"
☐ Proposal Notice: Response to your RFP "Q4'00 Music Events"
☐ Saved Search: New matches to saved search "Fitness Competitions"

Search:
 Saved Searches:
 Summer Family Activity
 Music Events
 Fitness Competitions
 Favorites

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Fig. 46


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Wednesday, October 18, 2000

[My Sponsorwise](#) > [Sponsorship Manager](#) > Roll-Up


Good Evening
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Coca-Cola Company

Current Profile: 
[Edit Profile](#)


[Create An RFP](#)

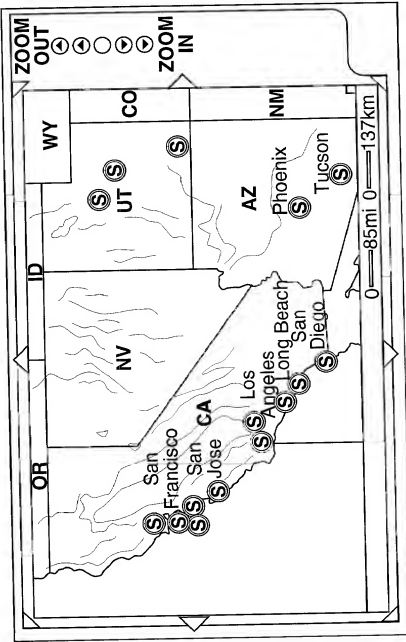
[Wise Promotions](#)

[Consulting Services](#)

Search: 

Saved Searches:
[Summer Family Activity](#)
[Music Events](#)
[Fitness Competitions](#)

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Fig. 47

sponsorwise		My Sponsorwise	Browse	Search	About Us	
My Sponsorwise						
My Sponsorwise > Sponsorship Manager > Roll-Up > California						
Wednesday, October 18, 2000						
California Sponsorships						
Date	Event	Location				
9/20/00 - 10/1/00	Shakespeare in the Park	Golden Gate Park San Francisco, California, USA				
9/21/00 - 9/24/00	California Bluegrass & Cowboy Music Festival	Plymouth, California, USA				
9/22/00 - 9/24/00	International Jazz Festival	Santa Barbara, California, USA				
9/22/00 - 9/24/00	San Francisco Blues Festival	Great Meadow, Fort Mason San Francisco, California, USA				
9/22/00 - 9/23/00	World Music Festival	Chico, California, USA				
9/23/00 - 9/24/00	10th Annual International Friendship Festival	El Cajon, California, USA				
9/29/00 - 10/1/00	California International Airshow	Salinas, California, USA				
10/5/00 - 10/15/00	Mill Valley Film Festival	Various Locations Mill Valley, California, USA				
10/6/00 - 10/8/00	Fleet Week	Pier 39 San Francisco, California, USA				
10/6/00 - 10/8/00	The Great Temecula Tractor Race	Temecula, California, USA				

Good Evening John Stith of Coca-Cola Company Current Profile: <input type="text"/> Coca-Cola Buyer Edit Profile	Create An RFP Wise Promotions Consulting Services	Search: <input type="text"/>	Saved Searches: Summer Family Activity Music Events Fitness Competitions	Favorites <input type="text"/>
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Fig. 48

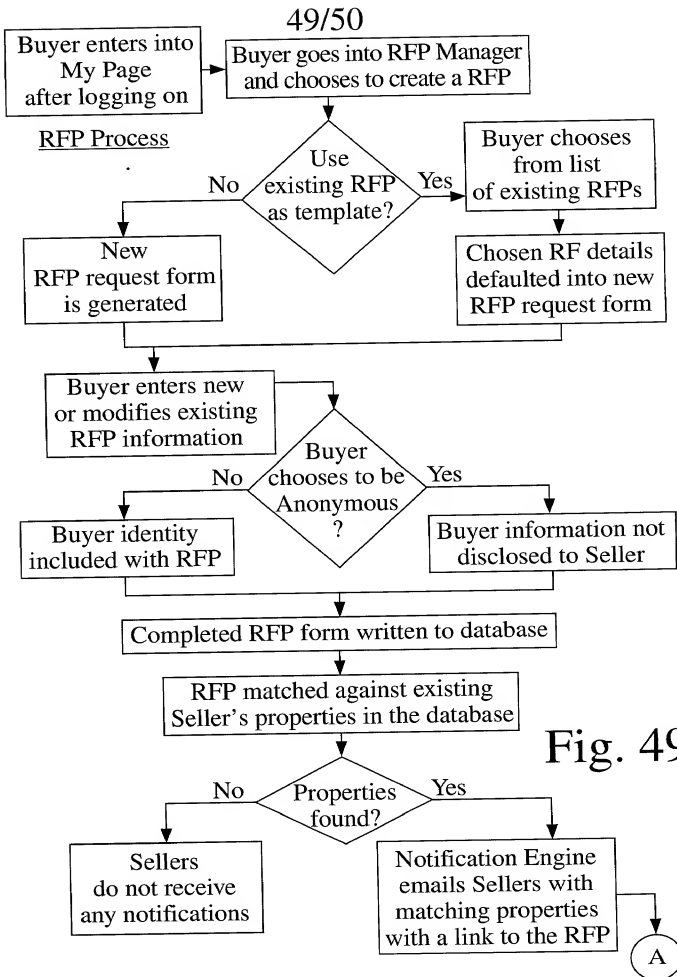


Fig. 49

50/50

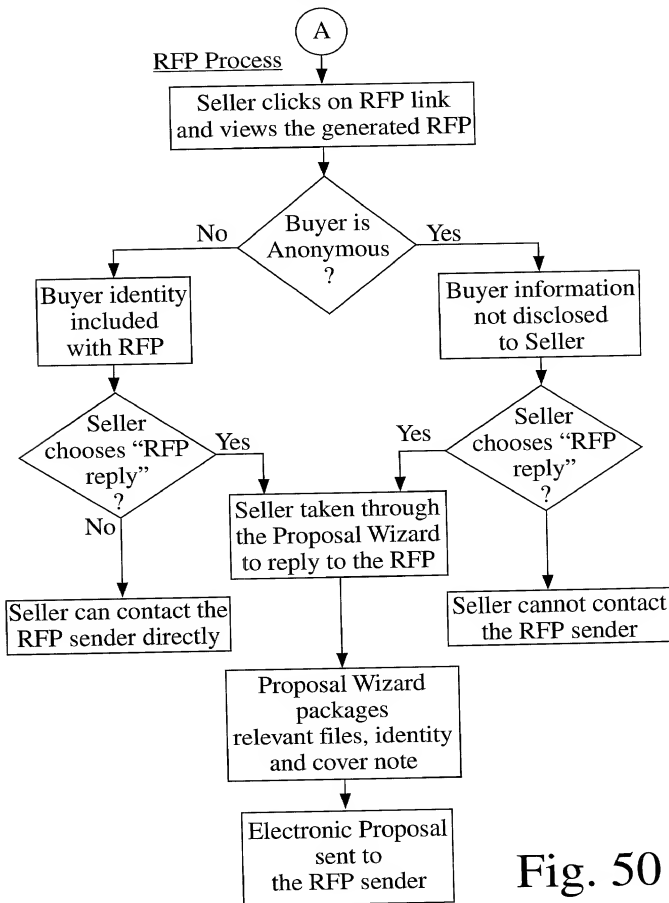


Fig. 50